

APPENDIX C.
NEEDS ASSESSMENT POSTCARD LANGUAGE

SHARE YOUR THOUGHTS ON COMCAST CABLE FRANCHISE RENEWAL

You are getting this postcard because you previously contacted our office – the Seattle Office of Cable Communications – regarding your cable television or Internet service. We are starting the process to renew Comcast’s franchise. So, we’re checking in with Seattle citizens about their cable service, and we want to hear from you! Please tell us about your experience with Comcast’s service and things you’d like to see your broadband service provide in the future. Although we won’t be able to obtain all the things that everyone might want, with your help, we’ll try to get the best benefits and rates we can.

How you can get involved:

1. Attend a public meeting sponsored by the City’s Citizens Telecommunications and Technology Advisory Board and Councilmember Jim Compton:
When: April 28 from 5:00-7:00 p.m.
Where: City Council chambers, 600 – 4th Avenue (enter on 5th between Cherry and James).
2. Take our web survey – it’s fun and will give us more information about your level of satisfaction and priorities. Find it at www.seattle.gov/cable/refranchising.
3. Call our cable line at 206-684-8498 or email your comments to www.seattle.gov/cable/comments.htm
4. Please fill out the attached postcard and mail it back, postage paid. Thanks for telling the City how you feel about your Comcast service.

Please Answer the Following Questions

1. Have you had any other issues with Comcast since you last contacted our office (please explain)?
2. Overall, how would you rate Comcast’s service – both the quality of the picture and sound, and the customer service?
☐ Very good
☐ Good
☐ Fair
☐ Poor
3. Do you think it is important to have discounts for low income seniors and the disabled to be able to afford cable TV? ☐ Yes ☐ No (For information on eligibility for current discounts, please call our cable line at 684-8498.)

4. What other programs, if any, would you like to see on cable TV? Please be specific (e.g. skating or tennis channel).
5. Have you seen the Seattle Channel? This is the government channel with City Council meetings and programs about City services. You can view it on cable TV Channel 21 or on the Internet (at www.seattlechannel.org). We would appreciate your comments on the Seattle Channel.

Please let us know if there is anything else you would like to tell us about your Comcast TV or Internet service, or if there is any way we can help with your cable service. Please also feel free to call us at 684-8498 or visit our website at www.seattle.gov/cable. To complete the survey or to find out what is happening with the franchise renewal, please go to www.seattle.gov/cable/refranchising.